

### LISTING OF AMENDED CLAIMS

The listing of claims below replaces all prior versions and listings of claims.

1. (Previously amended) A system for executing promotions comprising:
  - a point-of-sale computer at a checkout counter for processing purchase of items;
  - a customer interface device at the checkout counter for alerting a customer to existence of a promotion and for transferring details of the promotion to the point-of-sale computer, wherein the details of the promotion appear as bar code data to the point-of-sale computer; and
  - a local promotional server wirelessly connected to the customer interface device for sending the details of the promotion to the customer interface device.
2. (original) The system as recited in claim 1, further comprising:
  - a central promotional server for sending the details of the promotion to the local promotional server, wherein the local promotional server and the central promotional server are connected by a global network.
3. (Currently amended) A method of delivering a promotion comprising ~~the steps of:~~
  - collecting and storing information about a customer;
  - generating a promotion based upon the information about the customer;
  - determining that the customer is purchasing items at a checkout counter;
  - wirelessly delivering details of the promotion to a customer interface device at the checkout counter;
  - displaying a message to the customer informing the customer that the customer is to receive the promotion;
  - sending the details of the promotion to a point-of-sale computer at the checkout counters, including sending the details as bar code data; and
  - executing the promotion by the point-of-sale computer.
4. (Previously presented) A system for executing promotions comprising:
  - a point-of-sale computer at a checkout counter for processing purchase of items;

a customer identification device at the checkout counter;  
a customer interface device at the checkout counter, including a display; and  
a local promotional server for wirelessly sending details of a promotion to the customer interface device;

wherein the customer interface device displays a message informing a customer that the customer is to receive the promotion and transfers the details of the promotion to the point-of-sale computer for processing by the point-of-sale computer.

5. (Previously presented) The system as recited in claim 4, wherein the customer interface device further comprises:

a printer for printing the details of the promotion.

6. (Previously presented) The system as recited in claim 4, wherein the local promotional server communicates with the customer interface device over a wireless local area network.

7. (Previously presented) The system as recited in claim 4, further comprising:

a central promotional server for sending the details of the promotion to the local promotional server, wherein the local promotional server and the central promotional server are connected by a global network.

8. (Previously presented) The system as recited in claim 4, wherein the local promotional server stores identification information for loyalty program members, receives customer identification information from the customer identification device, and determines that the customer has earned the promotion.

9. (Previously presented) The system as recited in claim 4, wherein the customer identification device includes a card reader.

10. (Previously presented) The system as recited in claim 4, wherein the customer identification device includes a bar code reader.

11. (Previously presented) The system as recited in claim 4, wherein the customer identification device includes a keyboard.

12. (Previously presented) The system as recited in claim 4, wherein the customer identification device is coupled to the point-of sale terminal, and wherein the point-of-sale terminal sends customer identification information to the customer interface device.

13. (Previously presented) The system as recited in claim 4, wherein the customer identification device is coupled to the customer interface device.

14. (Previously presented) The system as recited in claim 7, wherein the local promotional server stores first identification information for first loyalty program members, receives customer identification information from the customer identification device, attempts to verify that the customer is a member of a customer loyalty program by comparing received identification information to the first customer identification information.

15. (Previously presented) The system as recited in claim 14, wherein the central promotional server stores second identification information for second loyalty program members, and wherein the local promotional server compares the received identification information to the second customer identification information if the received identification information cannot be found in the first customer identification information.

16. (Previously presented) The system as recited in claim 4, wherein the point-of-sale computer sends item identification information associated with the items to the customer interface device, wherein the customer interface device sends the item identification information to the local promotional server, wherein the local promotional server determines that the item identification information triggers a discount based upon the

details of the promotion and sends discount parameters to the customer interface device, and wherein the customer interface device sends a discount transaction to the point-of-sale terminal.

17. (Previously presented) The system as recited in claim 16, wherein the customer interface device sends the discount transaction to the point-of-sale terminal in bar code data format.

18. (Previously presented) The system as recited in claim 4, wherein the customer interface device displays advertisements.

19. (Previously presented) The system as recited in claim 4, wherein the customer interface device completes a sweepstakes registration process.

20. (Currently amended) A customer interface device comprising:

- a processor;

- a customer identification device;

- a display for displaying a message alerting a customer to a promotion earned by the customer; and

- wireless local area network communication circuitry for communicating with a local promotional server;

wherein the processor receives customer identification information from the customer identification device, receives purchased item information from a point-of-sale terminal, sends the customer identification information and the purchased item information to the local promotional server over a wireless local area network, receives discount parameters from the local promotional server over the wireless local area network, displays a message to the customer informing the customer that the customer is to receive the promotion, and sends a discount transaction based upon the discount parameters to the point-of-sale terminal.

21. (Previously presented) The system as recited in claim 20, wherein the processor communicates with the point-of-sale terminal as a bar code reader.

22. (Currently amended) A method of delivering a promotion comprising the steps of:  
collecting and storing information about a customer;  
receiving customer identification information from a customer identification device;  
receiving purchased item information from a point-of-sale terminal;  
sending the customer identification information and the purchased item information to a local promotional over a wireless local area network;  
determining a promotion based upon the information about the customer by the local promotional server;  
wirelessly receiving discount parameters associated with the promotion from the local promotional server over the wireless local area network;  
displaying a message to the customer informing the customer that the customer is to receive the promotion; and  
sending a discount transaction based upon the discount parameters to the point-of-sale terminal.